EducationUSA Virtual College Fair



Project Title	EducationUSA Virtual College Fair
Project Summary	Assist EducationUSA Africa to explore the feasibility of conducting a virtual College Fair Tour in September 2020 and other virtual activities for the entire network.
Country	South Africa

Project Description

EducationUSA Africa had plans for its first EducationUSA College Fair Tour for representatives from U.S. universities and colleges that want to recruit in this part of the world. The College Fair Tour scheduled to take place in September 2020 is postponed due to the travel and health restrictions of COVID-19. The REACs (Regional Education Advising Coordinators) located in Ghana, Kenya, and South Africa would like to replace the physical with a virtual College Fair Tour that can take place late 2020 or early 2021. Challenges, such as bandwidth and data costs, need to be addressed to find a platform that works for the majority of African countries. We need assistance in finding, testing, and selecting the most appropriate platform(s).

Required Skills or Interests

Skill(s)

Design thinking

Research

Additional Information

Based on the level of participates in sub-regional Forums held in Uganda (2018), Ghana (2016), and South Africa (2010), we anticipate a minimum of 50 U.S. admissions and recruiting officers will want to participate in an EducationUSA Africa Virtual College Tour Fair.

We know that study-abroad is a viable option for many African students, given that Africa has the youngest and fastest-growing college-age population, which as created tertiary capacity issues in many African countries. The competition for African students is heating up with recruitment and scholarships from China, Russia, France,

and Germany, to name a few. A virtual College Fair Tour will expose African students, parents, counselors, and administrators to the variety of U.S. opportunities and keep the U.S. in a competitive position.

Language Requirements

None